

Learn the Signs. Act Early.



Overview of Available Materials

To view, print, or order materials visit: www.cdc.gov/ActEarly
or call 1-800-CDC-INFO

To order more than what is available from the web order form for a special event or project,
email your request to: ActEarly@cdc.gov

Most of the “Learn the Signs. Act Early.” materials are available in English and Spanish. A few materials are available in other languages as well. The call center at 1-800-CDC-INFO has Spanish-speaking operators, and there’s also a Spanish-language “Learn the Signs. Act Early.” website at www.cdc.gov/Pronto.

Milestones Brochure

This tri-fold brochure includes a checklist of key milestones from 6 months to 4 years of age in a gameboard design. It also includes a message for parents about the importance of tracking their child’s milestones and provides information about what to do and who to contact if they are concerned about their child’s development.

- 8 ½” x 11” tri-fold
- Shipped in packs of 50
- Maximum online order: 5 packs
- Also available in Spanish



Milestone Moments Booklet

This 42-page booklet is the campaign's most comprehensive material for parents. It includes complete milestone checklists and warning signs for all ages (from 2 months to 5 years of age), as well as tips and activities to help parents support their child's development.

- 8 ½" x 11" booklet
- Shipped in packs of 10
- Maximum online order: 5 packs
- Printable version available on website
- Also available in Spanish



Growth Charts

This colorful growth chart, with space to add your own photo snapshots, can be used to record a child's height and lists a sampling of milestones from 1 year to 5 years of age.

- 39" x 11" growth chart
- Shipped in packs of 10
- Maximum online order: 5 packs
- Spanish translation on reverse



Parent Kit

This "kit" is packaged especially for parents and includes:

- (1) Growth chart (39"x11")
- (1) Milestone Moments Booklet
- Spanish Parent Kits also available
- Maximum online order: 10



Milestone Checklists

Each milestone checklist includes milestones, warning signs of potential problems, and a brief message telling parents what to do if they are concerned. The checklists can be photocopied for wider distribution.

- Ages match those of recommended well-child doctor visits
2 months, 4 months, 6 months, 9 months, 12 months,
18 months, 2 years, 3 years, 4 years, 5 years
- Available online, for download/print only
- Print two-sided for Spanish on reverse



Milestones Cards

Milestones cards include a sampling of key milestones for ages 6 months to 4 years as well as sample questions for a parent to ask their child's doctor or nurse.

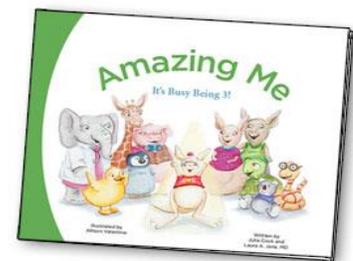
- 9"x 4"
- Shipped in packs of 50
- Maximum online order: 5 packs
- Spanish translation on reverse



Amazing Me-- It's Busy Being 3!

Amazing Me is a children's book – targeted for ages 2-4 – that teaches parents developmental milestones as they read to their child. It includes milestones for three-year-olds, warning signs of delay, and tips on how parents can support their child's development.

- Interactive online version available at www.cdc.gov/AmazingMe
- Printable version available online
- Maximum online order: 5 books
- 8"x9½" paperback
- Spanish Coming Soon!



Know someone who might be interested in printing *Amazing Me--It's Busy Being 3!* for distribution through Reach Out and Read or another avenue? Have them contact us at ActEarly@cdc.gov.

Fact Sheets (available online for download/print only)

Fact sheets are available on the website for download and printing. They provide parent-friendly information about developmental screening (what it is and why it is important), developmental milestones, and developmental disabilities. The fact sheets are intended to be photocopied for distribution.

- Fact sheets
 - Developmental screening
 - Condition-specific: Autism Spectrum Disorders, Aspergers Syndrome, ADHD, Cerebral Palsy, Intellectual Disability, Vision Loss, Hearing Loss, Fetal Alcohol Spectrum Disorder, Duchene’s Muscular Dystrophy
 - Developmental milestone checklists (can be used as checklists or as basic fact sheets): 2 months, 4 months, 6 months, 9 months, 1 year, 18 months, 2 years, 3 years, 4 years, 5 years)
- Available online for download/print only
- Print two-sided for Spanish on reverse



Materials CD

The materials CD contains PDF versions of all “Learn the Signs. Act Early.” available in 2012.

- Maximum online order: 5 CDs
- All materials are in English; most in Spanish

Outreach Flyer--“First Tooth!”

This flyer can be distributed to parents of young children or others, and provides the contact information needed to visit the campaign online and/or request free materials.

- Shipped in packs of 100
- Maximum online order: 5 packs
- 8.5” x 5.5” (1/2 sheet)
- Spanish translation on reverse



Outreach Flyer-- “Almost Walking!”

This outreach flyer can be distributed to parents of young children or others, and provides the contact information needed to visit the campaign online and/or request free materials.

- 5.5” x 8.5” (1/2 sheet)
- Available online for download/print only
- Print two-sided for Spanish on reverse



Health Care Professional Outreach Flyer

This flyer is best suited for outreach to health care professionals, and provides the contact information needed to visit the campaign online and/or request free materials.

- 5.5" x 8.5" (1/2 sheet)
- Available online for download/print only
- Print two-sided for Spanish on reverse



Limited number of hard copies available. Email jwhitney@cdc.gov to request these.

Child Care Provider Outreach Flyer

This flyer is best suited for outreach to early educators/child care providers, and provides the contact information needed to visit the campaign online and/or request free materials.

- 5.5" x 8.5" (1/2 sheet)
- Available online for download/print only
- Print two-sided for Spanish on reverse



Public Service Announcements

Preview PSAs here: www.cdc.gov/NCBDDD/actearly/multimedia/video.html

- Television (30-second; English only)
- Radio (60-second; English & Spanish)
- Print (sizeable; English & Spanish)

*See Guidelines for PSAs at the end of this document



Web Banner Ads

Each of the boxes within these 10 web advertisements "flash" one at a time, sequentially on a webpage. Contact us if you would like to place one of these banner ads on a website. ActEarly@cdc.gov (English only)



Web Banner Ads, Continued

C

Learn your baby's milestones.			
	Almost walking!	And plays peekaboo!	www.cdc.gov/actearly
			Learn the Signs. Act Early.

D

Almost walking!	And plays peek-a-boo!	Learn your baby's milestones.	www.cdc.gov/actearly
			Learn the Signs. Act Early.

E

How does she:	Play?	Learn?	Speak?
	Learn your child's milestones.		
Act?	www.cdc.gov/actearly		Learn the Signs. Act Early.

F

How does he:	Play?	Learn?	Speak?
	Learn your child's milestones.		
Act?	www.cdc.gov/actearly		Learn the Signs. Act Early.

G

	How does she
	How does she Play?
	How does she Learn?
	How does she Speak?
	How does she Act?
Learn the Signs. Act Early.	
www.cdc.gov/actearly	

H

	How does he
	How does he Play?
	How does he Learn?
	How does he Speak?
	How does he Act?
Learn the Signs. Act Early.	
www.cdc.gov/actearly	

I

How does she	Learn your child's milestones.				
	Play?	Play?	Play?	Play?	www.cdc.gov/actearly
	Learn?	Learn?	Learn?	Learn?	Learn the Signs. Act Early.
	Speak?	Speak?	Speak?	Speak?	
	Act?	Act?	Act?	Act?	

J

How does he	Learn your child's milestones.				
	Play?	Play?	Play?	Play?	www.cdc.gov/actearly
	Learn?	Learn?	Learn?	Learn?	Learn the Signs. Act Early.
	Speak?	Speak?	Speak?	Speak?	
	Act?	Act?	Act?	Act?	

Web Widget- Milestones Quiz

A widget is an application that can be posted directly on your website by simply copying and pasting a code from the campaign site (below). When it is updated on the campaign site, it is automatically updated on all other sites. This developmental milestones quiz widget is an interactive quiz that will bring some attention to your site and connects your visitors to the campaign website. The campaign will periodically change the questions on the quiz, and when that happens, they will automatically change on your site, too.

- Copy the code on this page to post the widget on your website. www.cdc.gov/NCBDDD/actearly/multimedia/buttons.html
- Also available in Spanish



Web Buttons

Buttons are an easy way to link from one site to another; they can also be placed on blogs and other social networking sites such as Facebook.

- Available in English and Spanish, and in various sizes
- Copy the code on one of these pages to post a button on your site. www.cdc.gov/NCBDDD/actearly/multimedia/buttons.html www.cdc.gov/ncbddd/Spanish/actearly/about.html



E-Card

The campaign offers an electronic greeting card about healthy child development.

- Enter a name and email address and send one today www.cdc.gov/NCBDDD/actearly/multimedia/buttons.html
- Available in English only



Video: "Baby Steps"

This 4 ½ min video about the importance of monitoring how children play, learn, speak and act can be posted to your website, shown in waiting rooms, and included in presentations.

- Learn how to use it here www.cdc.gov/NCBDDD/video/LTSAE/index.html.
- Available in English only



Exhibit Table Topper

This table-top display is a great add-on to a meeting exhibit or community event table.

- 11"x17" stand-up foam board
- Immediately available in English; Spanish may be requested

Request by emailing ActEarly@cdc.gov



Milestone Moments Fun Facts

These Milestone Moments Fun Facts have been used as screen breaks in waiting room programming and as break slides in presentations to parents and professionals.

- Immediately available in English; Spanish may be requested

If you have a creative use for them, email ActEarly@cdc.gov



Customization

Nearly all campaign materials can be customized with local contact information and your organization's logo.

You will need access to Adobe InDesign.

1. Contact us and we will provide access to our file sharing site and the editable file.
2. You add your contact information and/or logo.
3. You take the files to a local printer.

Note: The HHS and CDC logos will be converted to words on this new material, in accordance with logo licensing regulations.

To request customization, email ActEarly@cdc.gov

Bulk Orders

Due to the limited number of materials we are able to print each year, we are required to place limits on the numbers of materials an organization or individual may order. We highly encourage all those who are able to customize and print “Learn the Signs. Act Early.” materials locally. If needed, we can help with the customization process. In addition, anyone can take the “Learn the Signs. Act Early.” text and insert it into their own products as long as CDC is cited as the source of the content.

Occasionally, a printer requires permission before they will print or copy our materials. Information that is created by or for the US government and appears on the “Learn the Signs. Act Early.” website is within the public domain and may be freely distributed and copied. However, it is requested that in any subsequent use of this work, CDC be given appropriate acknowledgment.

Translate Materials into Other Languages

Most “Learn the Signs. Act Early.” materials are available in [Spanish](#), the second most common language used in the United States. Partners have translated some materials into [Arabic, Korean, and Portuguese](#).

Many other languages are spoken in the United States. We are happy to work with anyone interested in translating “Learn the Signs. Act Early.” materials into other languages and to link to the translated products on this website.

If you wish to translate “Learn the Signs. Act Early.” materials, please email us at ActEarly@cdc.gov with the following information:

1. The language you will use.
2. The product(s) you will translate.
3. Whether you need original “Learn the Signs. Act Early.” electronic files.
4. Whether you will make the translated materials available online.

Please note:

1. Your translated materials must reference the original “Learn the Signs. Act Early.” materials.
2. Your translated materials must not include the CDC or HHS logos.

Literal translations of materials are often not culturally appropriate. Materials should be adapted so they are easily understood by and relevant to the population you wish to reach. The Centers for Medicare and Medicaid Services (CMS) has very helpful information on culturally appropriate translations in [Section 5, Part 11 of the Toolkit for Making Written Material Clear and Effective](#)  .

*Guidelines for Tagging PSAs

Both the TV and radio PSAs have a version for your organization to add information, called a “tag.” This allows the opportunity to raise awareness of your organization and to establish your organization as “the” local resource for child development and developmental disabilities.

On the taggable version of the TV PSA, there is a screen at the end of the PSA that allows you to add visual information. At the end of the taggable radio PSAs, there is a 10-second window to record information. The TV or radio station you are working with should be able to help you customize these versions easily.

Below are recommended guidelines for tagging the PSAs. If you have any questions about the guidelines, please do not hesitate to send via e-mail to ActEarly@cdc.gov.

TV PSA

The TV PSA is a great opportunity to tie your organization into the “Learn the Signs. Act Early.” campaign by adding information at the end of the 30-second spot. There are a number of limitations on what can and cannot be used as part of the tag, due to the nature of the television medium. The guidelines below are from the Department of Health and Human Services (HHS) and CDC and are related to licensing and endorsement regulations when using television as a communications vehicle.

Information you **can** add as a tag:

- Organization name
- Organization phone number

Information you **cannot** add as a tag:

- Organization Web site
- Organization logos
- Organization event listings

Radio PSA

The radio PSAs provide greater flexibility for your organization to tag. Use the radio PSAs to provide greater detail to parents in your area such as a Web address or event information (such as a local walk or fundraiser).

Information you **can** add as a tag:

- Organization name
- Organization phone number
- Organization Web site
- Organization event listings